

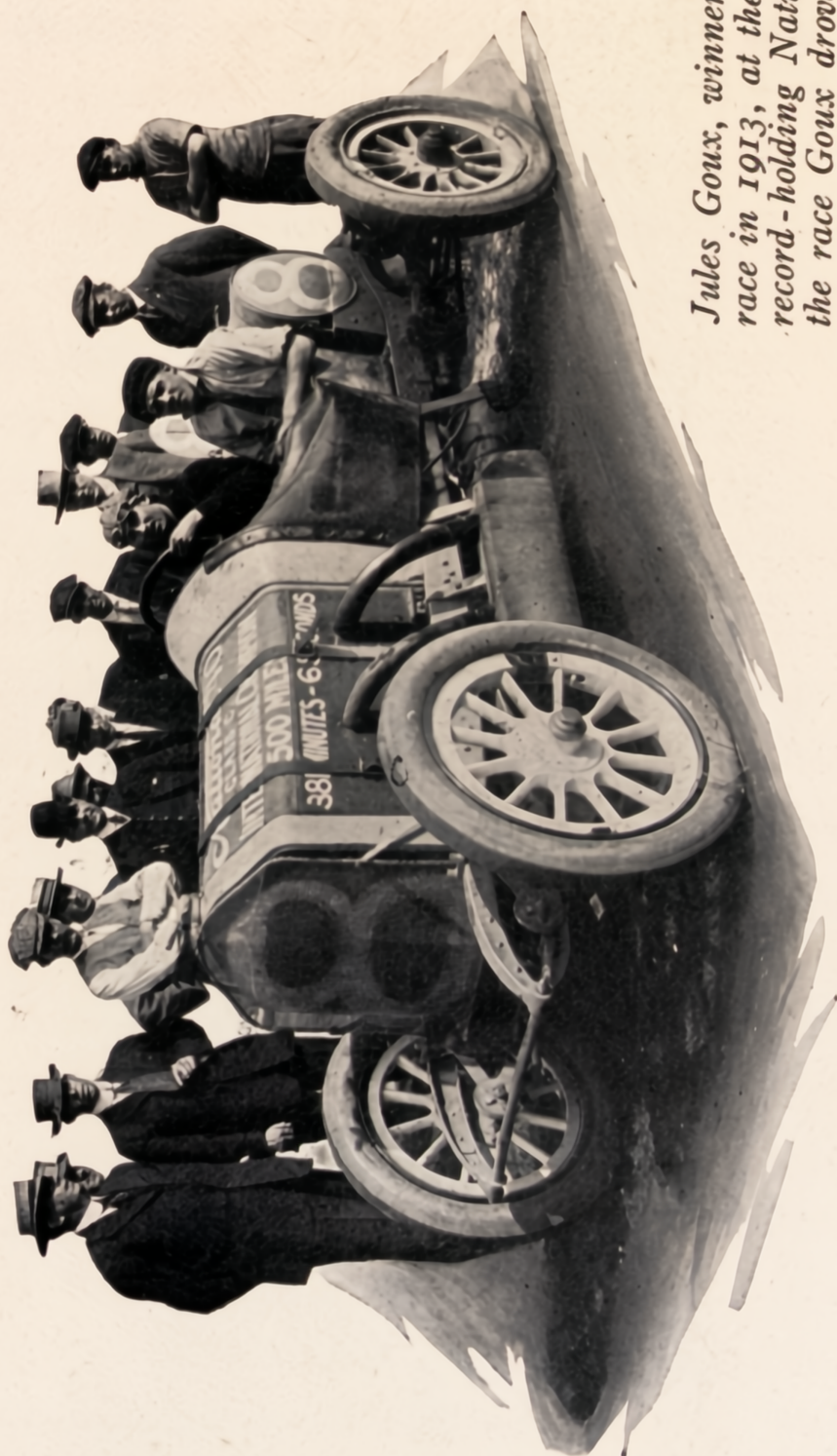


National
THE
UNCONQUERED CAR

National THE UNCONQUERED CAR

Race victories with us do not stop at the end of a race—they live forever in the character of your car and the way it is built. Racing is not an end, but a means; a school for our engineers; a test for our materials; an absolute proof of our quality; a positive guaranty of our reliability as well as stamina.





Jules Goux, winner of 500 mile race in 1913, at the wheel of the record-holding National. Before the race Goux drove this car "for experience"



National

Holder of
World's Fastest 500 Mile
Competition Record

THE one and only American-made car that remains superior to all foreign cars in demonstrations of speed, power and reliability in the international 500-mile races is the National.

National . 6:21:06 winner in 1912

Fiat . . . 6:31:29 second in 1912

Peugeot . 6:35:05 winner in 1913

(The National was not entered in 1913)

NATIONAL—THE UNCONQUERED

Others may come and go, but the National continues to lead all the world. This has significance to you. For years and years the National has maintained its superior quality, a perfection in materials, design and construction that sets the standards. Others may imitate the National's beautiful and stately appearance, but its reliability and efficiency are above counterfeit.



Charles C. Merz in National 40 winner 301-450, Class C, Santa Monica, (Cal.) Road Race, October 14, 1911. Average of 74.42 miles per hour. This lowered the record formerly held by Nazzarro in a 120 horsepower Fiat over the Florio Course, Italy, in 1908.

STOCK CHAMPION



National 40 winning Elgin National Trophy Race, Elgin, Ill., August 26, 1911, 305.03 miles, Class B 600 and under. Time, 275.39.08. Average of 66.4 miles per hour without a tire change.

National's Performance Magnified by 500-mile race in 1913. The National was not entered, but the foreign car that won did not reach the National's record.

DISTANCES	NATIONAL	PEUGEOT	DIFFERENCE
20 miles.....	14:55	15:17	:22
40 miles.....	29:45	33:25	3:40
60 miles.....	44:32	49:53	5:21
80 miles.....	59:23	64:40	5:17
100 miles.....	74:24	79:23	4:59
120 miles.....	89:15	94:06	4:51
140 miles.....	103:48	108:48	5:00
160 miles.....	118:21	126:21	8:00
180 miles.....	132:49	141:13	8:24
200 miles.....	150:59	156:07	5:08
220 miles.....	167:17	170:58	3:41
240 miles.....	181:49	189:49	8:00
260 miles.....	196:20	204:43	8:14
280 miles.....	214:19	219:27	5:08
300 miles.....	228:50	236:59	8:09
320 miles.....	243:14	254:00	10:46
340 miles.....	257:49	268:04	10:15
360 miles.....	275:25	284:17	8:52
380 miles.....	289:44	299:22	9:38
400 miles.....	304:14	314:35	10:21
420 miles.....	318:46	331:20	12:34
440 miles.....	336:17	347:33	11:16
460 miles.....	351:39	362:35	10:56
480 miles.....	366:51	379:00	12:09
500 miles.....	381:06	395:05	13:59

NATIONAL—THE UNCONQUERED

Another Interesting Story

Time at end of every 100 miles (totals). Time given in minutes and seconds.

	NATIONAL	PEUGEOT
100 miles.....	74:24	79:23
200 miles.....	150:59	156:07
300 miles.....	228:50	236:59
400 miles.....	304:14	314:35
500 miles.....	381:06	395:05

Time for every 100 miles separate.

100 miles.....	74:24	79:23
200 miles.....	76:35	76:44
300 miles.....	77:51	80:52
400 miles.....	75:24	77:36
500 miles.....	76:52	80:30
	381:06	395:05

Difference in time for every separate 100 miles, showing that at no distance was the National's record reached. Also shows that this year's winner slowed down during last 100 miles, while the National maintained a steady average. In fact, the last twenty miles of the last 100 miles was the National's fastest time of the entire race.

100 miles.....	4:59
200 miles.....	:09
300 miles.....	3:01
400 miles.....	2:12
500 miles.....	3:38

Note difference in last 100 miles.

NATIONAL—THE UNCONQUERED

THE NATIONAL'S SUPERIORITY IS MAGNIFIED BY COMPARISON.

The following table shows the graduation of times made by those cars that "finished within the money" in the three 500-mile races that have been run. The cars shown are only those finishing 500 miles under seven hours' time.

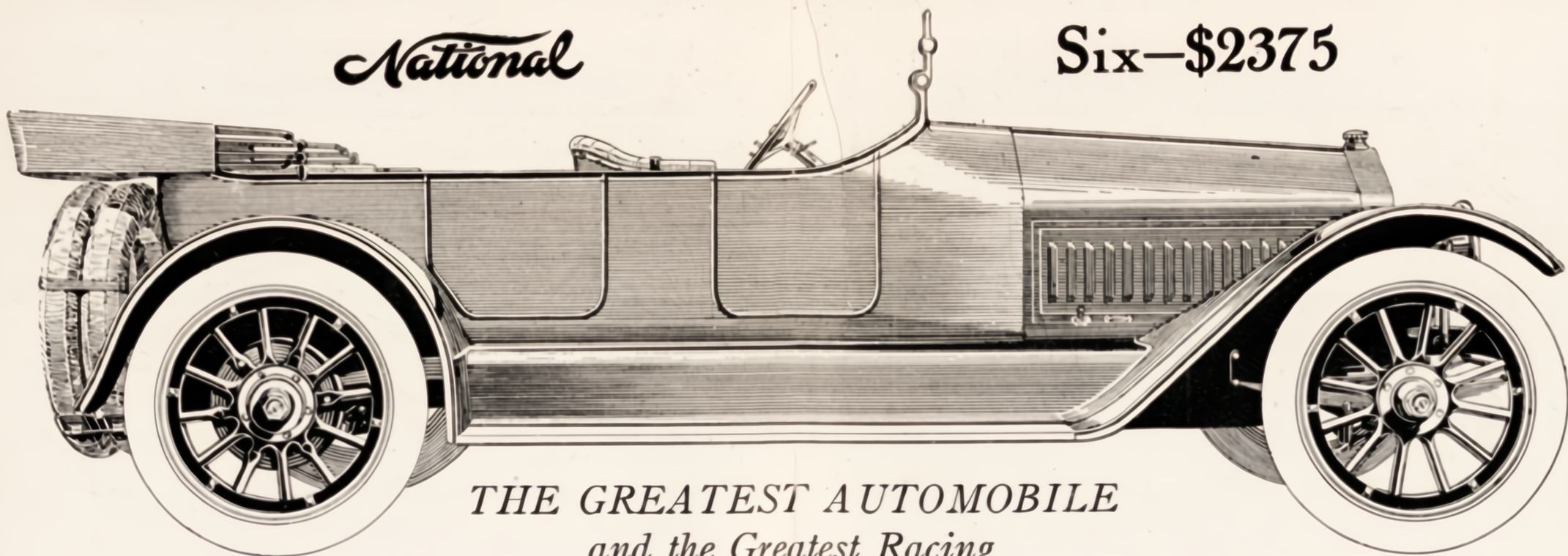
NATIONAL.....	6:21:06	First in 1912
Fiat.....	6:31:29	Second in 1912
Mercer.....	6:34:56	Third in 1912
Peugeot.....	6:35:05	First in 1913
Stutz.....	6:36:36	Fourth in 1912
Marmon.....	6:42:08	First in 1911
Lozier.....	6:43:51	Second in 1911
Schacht.....	6:46:28	Fifth in 1912
Mercer.....	6:48:13:40	Second in 1913
Stutz.....	6:48:49:25	Third in 1913
Stutz.....	6:50:28	Sixth in 1912
Fiat.....	6:52:29	Third in 1911
Mercedes.....	6:52:57	Fourth in 1911
White.....	6:52:58	Seventh in 1912
Marmon.....	6:54:53	Fifth in 1911
Lozier.....	6:59:37	Eighth in 1912

The National was not entered in 1913.

Of the first ten cars that finished in each of these three and only 500-mile races; there are sixteen with time better than seven hours; five in 1911; eight in 1912 and three in 1913. This shows that the race the National won was much harder to win because it was so much faster and the competition harder. Thirty-nine cars finished in the three races.

National

Six—\$2375



*THE GREATEST AUTOMOBILE
and the Greatest Racing
ACHIEVEMENT IN HISTORY*

IT required more than speed to win the world's hardest and fastest long motor car contest, the International 500-mile race, won by a National and the record still held by the National.

From the white heat of this analytical test on every ounce of power and fiber of strength, the National car emerged victor, proving its superiority over the best of Foreign as well as American-made cars. This race told the story of *Quality*—gives you your guarantee of the most reliable and serviceable motor car of the two hemispheres—the National.

We make racing a *caution*. We want you to regard our racing victories as tremendous demonstrations of the *vitality* of the National. You cannot get away from *Quality*. *Quality is value. Quality is dependability, life, service.*

We give the National *our* confidence before we ask yours.

NATIONAL—THE UNCONQUERED

America's Defender—Europe's Conqueror!

The only race of 250 miles or more in America during 1912 that was entered by the National factory was

Won by the National

All the other races were won by foreign cars. This leaves one conclusion, that the National is not only superior to American-made cars, but the only American-made car able to conquer European invaders. In 1911 National cars won eighty-four races, repeatedly defeating European cars.

List of 1912 Races of 250 Miles or More

The only one the National was in,
was won by a National

500-Mile International Race, at Indianapolis, May 30th.
Won by a NATIONAL car breaking the record.

303-Mile Santa Monica Free-for-All, May 4th.
Won by a FIAT.

305-Mile Elgin Free-for-All, August 31st.
Won by a MERCEDES.

254.1-Mile Elgin National Trophy, August 31st.
Won by a MERCEDES.

250-Mile Tacoma Free-for-All, July 6th.
Won by a FIAT.

298.5-Mile Vanderbilt, Milwaukee, August 2d.
Won by a MERCEDES.

409.8-Mile Grand Prize, Milwaukee, August 5th.
Won by a FIAT.

These records tell the story—prove to the world that of all the longest contests of this season, the only one the National entered (the hardest of all) was won by a National, and all the others went to European cars costing much more than the

NATIONAL

NATIONAL—THE UNCONQUERED

Crowns Past Performances

If the winning of the 500-mile race alone was the only marvelous victory of the National car, it would still be proof sufficient for a thoughtful man.

But viewed in the light of the unsurpassed record of National cars, this 500-mile race victory is enhanced by the proof of consistency of National cars in the most severe contests for years.

National cars have not been confined to any one kind of contests, but have demonstrated superiority in all manner of contests.

The history of automobile contests in the last few years is one largely of National car success.

Following are the places won by National cars in three consecutive years:

In 1909: First, 34; Second, 19; Third, 12.
In 1910: First, 68; Second, 47; Third, 37.
In 1911: First, 84; Second, 48; Third, 30.

Grand total for these three years alone:

186—First.
114—Second.
79—Third.

379—Total number of places won.

Following is a table of the winnings of National cars in 1911 alone:

	FIRST	SECOND	THIRD	TOTAL
Road Races	9	3	2	14
Speedway and Motordromes	11	7	5	23
Beach Races	20	10	5	35
Hill Climbs	29	9	5	43
Track Meets	15	19	13	47
Total	84	48	30	162

A little thing with a big meaning is this—before every important race won by a National car, the world's best drivers have asked for Nationals to drive. They wanted to win—that is why they put their trust in the National.

NATIONAL—THE UNCONQUERED

This 1911 list includes the World's Stock Championship, World's Road Race Championship, World's record for fastest mile with stock car, and Desert Race from Los Angeles, Calif., to Phoenix, Ariz.

The National cars broke world's records in the last three races entered. This is a phenomenal record for three consecutive races.

ROAD RACE CHAMPION FOR CLASS

The National 40 holds the world's road race record of 74.42 miles per hour for 301-450, Class C, made at Santa Monica.

FREE-FOR-ALL ROAD RACE CHAMPION 1911

Santa Monica, Cal., Road Races, October 14, 1911. Free for all. 202.008 miles. Time of 162:24.6. Average of 74.628 miles per hour.

INTERNATIONAL CHAMPION

500-mile international sweepstakes race, Indianapolis Motor Speedway, May 30, 1912. Time, 6:21.06. Average of 78.72 miles per hour, lowering record by 4.11 miles per hour.

Following are only a few of the races won by National cars:

STOCK CHAMPION

Elgin National Trophy Race, Elgin, Ill., August 26, 1911, 305.03 miles, Class B, 600 and under. Time, 275:39.08. Average of 66.4 miles per hour without a tire change.

STOCK MILE CHAMPION

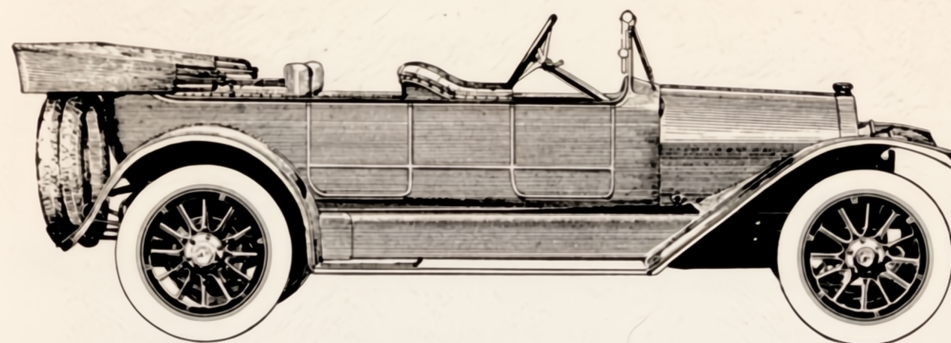
Atlantic-Pablo Beach Races, Jacksonville, Fla., March 30, 1911. One mile record trials for Class B. Time, 40.32 seconds. Average of 89.28 miles per hour. World's stock straightaway mile record.

National cars won nine out of twelve 1911 road races entered.

We build for Quality and not Quantity. A large majority of our cars are in daily service for people amply able to pay any price to get what they want, and they find the National gives better comfort and service than cars costing thousands more.

NATIONAL—THE UNCONQUERED

NATIONAL 40



Five Passenger Touring Car—\$3300
Seven Passenger Touring Car—\$3400
Series V-3—Four Cylinder

The National 40, with its marvelous history, needs no introduction. This is our staple car—the highest achievement in automobile building. Here is the best all-round motor car ever made. This is the third year for this successful car, in all its essential features. This new series V-3, embodies all improvements and refinements. Five models, \$2750 to \$3400.

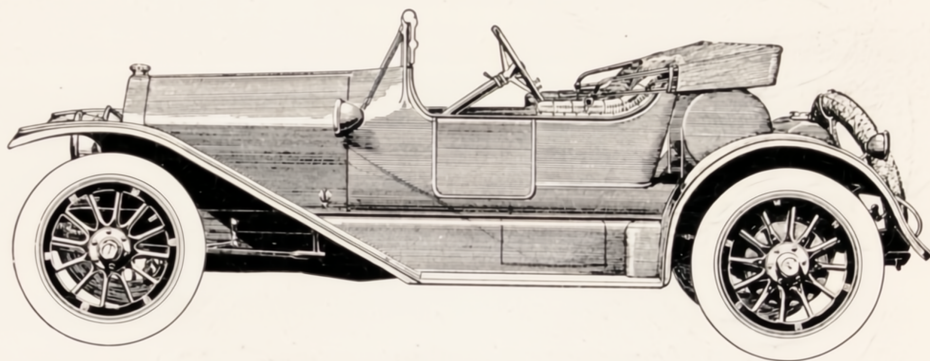
Our policy makes it possible to buy a National car as you do a reliable watch, or a high-grade piano. You want a watch to give accurate time, and a piano because of its quality. In other words, you buy a watch and a piano for results—and not because of the particular individual parts that enter into their construction. You leave that to the makers.

Our ambition is quality. We take the responsibility for what enters into its makeup, while you need think only of its performance.

Judge the National by what it can actually do; how adequately and comfortably it performs; and the longevity of its efficient service.

NATIONAL—THE UNCONQUERED

NATIONAL 40



Speedway Roadster, \$3150
Series V-3—Four Cylinder.

We offer you a whole car where every mechanical part operates harmoniously to produce a unit of satisfactory results.

Specifications alone are misleading. An inferior car may have similar specifications, or similar parts to a quality car.

We put the right material in the right place. Our experts devote their lives to this duty. We take that responsibility. You enjoy the results.

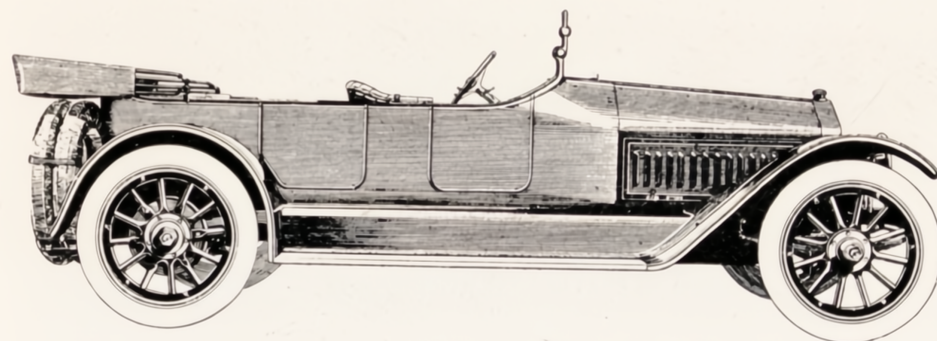
We give you a car you can buy without having to raise the hood to investigate; without worrying about its insides and without bothering to make a detailed analysis of its various component parts or specifications.

Only a company of unimpeachable reputation, of sound financial standing, of reliability built upon years of success can make you this most liberal offer ever made by any automobile builder.

Service, with us, begins when the car is built. Service is put into your car. This is why the National requires the least attention afterwards.

NATIONAL—THE UNCONQUERED

NATIONAL SIX



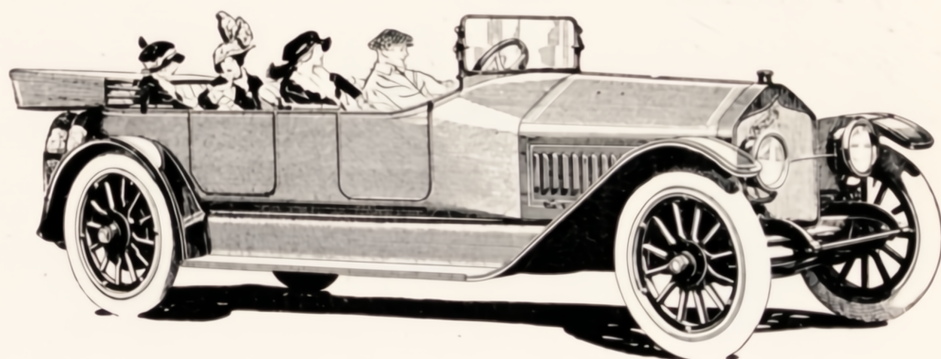
National Six—Four Passenger—\$2375

Every motorist has been waiting for the right six—and here it is. You have wanted a Six selling at the right price—you have wanted a Six built by manufacturers with years of experience—and a reputation for building a reliable product of the highest quality. That's just what this new National Six is—the right Six at the right price—backed by the quality, faith and integrity of product that have made the National car world famous. The National company were the first builders of successful six-cylinder cars, making their first in 1905. Every one still in service.

This National is nothing short of a marvel. Beautiful, powerful, efficient, economical and,

NATIONAL—THE UNCONQUERED

NATIONAL SIX



National Six—Five Passenger—\$2375

in fact, the climax of the National's success in car making since its pioneer beginning fourteen years ago. It embodies all of the National's internationally recognized principles of superiority. No other manufacturer has ever built its equal.

Other makers have imitated the styles originated in Europe—but the National improves these advanced foreign designs. Nothing obstructs or spoils the continuous beauty of the long body lines. Both sides gradually converge toward the narrowed radiator, giving the whole car an original appearance and a "pointed" style. Smart slope from cowl to radiator.

NATIONAL—THE UNCONQUERED

RACING is but a part of our manufacturing process where we test and perfect our cars for your enjoyment, safety and indefatigable service.

We make no false claims, no vain-glorious boasts. We point to records and facts before which mere words are futile.

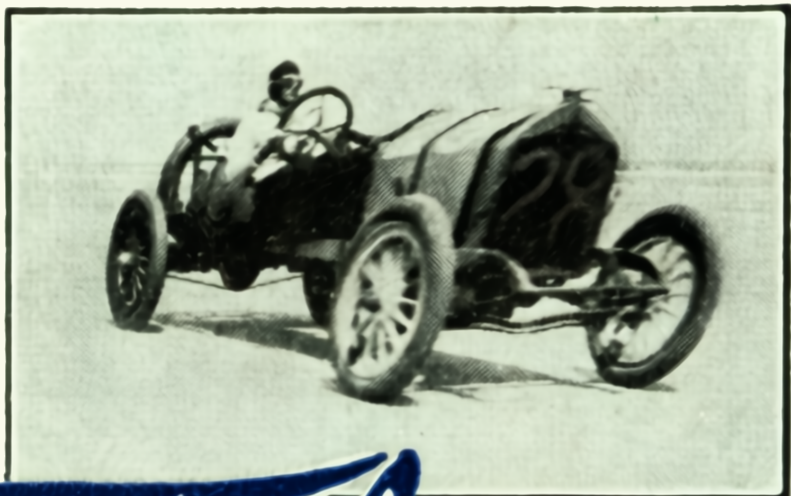
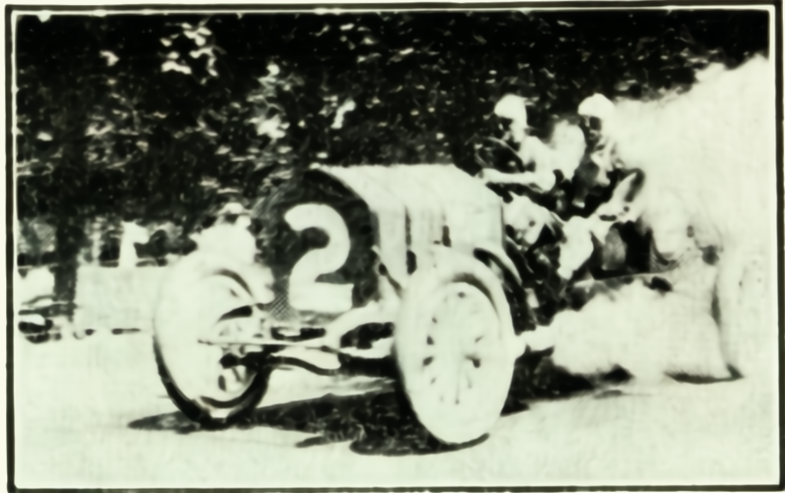
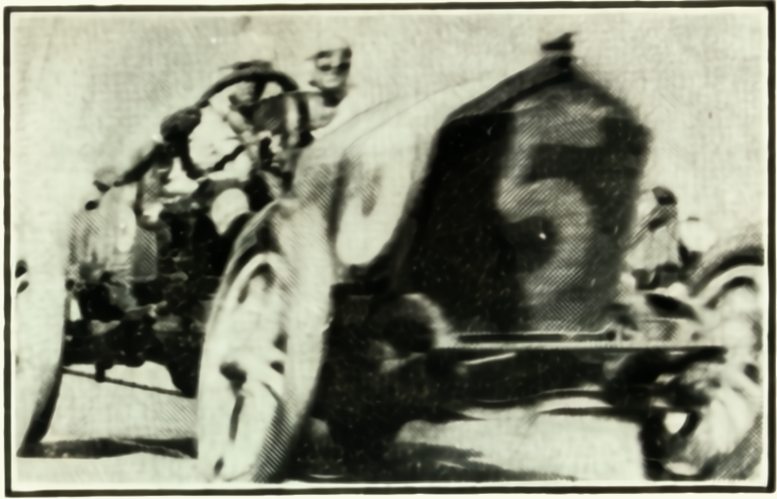
In design, finish, comfort and accessibility as well as fundamentals the National stands out with silhouette distinctness against the background of all other cars.

The same "Championship Quality" that is bred into the life and sinews of the National car is uniform in its entire construction, such as body lines, upholstery and little niceties.

The National not only sets the pace in speed and durability, but also in "motor styles." The National is the recognized Authority, and if you would own the very latest and perfected car, your judgment and taste will point with unerring certainty to the National.

National Motor Vehicle Co.

Indianapolis, U. S. A.



National

THE UNCONQUERED CAR